## UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

# NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

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6 REPRESE	NTATION IN EXIST	ING SURVEYS		
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DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

On a corner site with Walton Street to the south, Michigan Avenue to the west and E. Lake Shore Drive to the north, the Drake Hotel is a primarily H-shaped building of 13 stories and one basement. If is constructed of smooth limestone on pile foundations. The building changes at the third story from rectangular to an H-plan, affording light and air to all guest rooms en all four exposures.

The exterior wall treatment is derived from the Italian Renaissance: pilasters and columns around the E. Lake Shore Drive rectangular section, a console and garland below the third story balconettes, a belt course between the tenth and eleventh stories, foliate ornamentation between the top story windows and a dentiled cornice. Rows of windows alternate full and flattened arches at the piano nobile.

The majority of windows are double-hung, 2/2 sash. Above the belt course are windows with a triangular pediment. This tabernacle window treatment is also found on a series of windows on the Michigan Avenue side of the building. Balustraded sills a splaced at some windows at the complete attic story. The attic story is topped in the center of the north facade with a second attic story eight bays wide enriched with foliate ornamentation.

The straightforward ground floor below a belt course is given over to shops around the perimeter, connected by an interior arcade. The major public spaces are on the second floor, and flow into one another on two levels. The magnificently appointed grand ballroom lies between the arms of the H on the north, overlooking the lakeshore. A canopy shelters the Walton Street entrance.

The building has had little alteration; single pane windows have replaced sash ones on the upper stories.

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Form No. 10-300a (Rev. 10-74)

CONTINUATION SHEET

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## NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

ITEM NUMBER 8

PAGE: 1

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At the northern terminus of this grand boulevard, in an area still girded by the castles and chateaux of the city's wealthiest citizens, and only recently invaded by the new and not yet entirely "proper" phenomena of the high-rise luxury apartment, was the Drake Hotel. As the white terra cotta Wrigley Building (1921) signalled the commercial development of the southern end of the new street, the Drake embodied the genteel luxury of the northern limit. The site is certainly one of the finest the city affords, as Lake Shore Drive curves around the jut of man-made land and meets Michigan Avenue at Oak Street heads north into Lincoln Park.

With quiet solidity the hotel has survived major changes in the surrounding area. The Drake originally looked north over a small tree-filled park skirting the east-west section of Lake Shore Drive and viewed obliquely the sandy beach created in the curve. Later conversion of the Drive from its original carriage road character into an eightlane highspeed artery, complete with a tunnelled interchange at the Michigan/Oak intersection the original proposal for a lannon stone clad overpass was abandoned after vehement protest - has removed most of the resort-like character once such a major component of the Gold Coast area. While the hotel no longer sites with the beach directly at its feet, its scale and dignity, together with the arrangement of the major rooms on the second floor, like the Italian piano nobile, rather than at the ground level, allow the visitor to the loggia-like ballroom to look above the traffic, through the trees to the lakefront beyond. When viewed from without in its setting at the head of Michigan Avenue, flanked to the east by an unbroken procession of early 20th century apartment buildings, the hotel forms the first stair step for the progression of important e.g. the Palmolive (now Playboy) Tower structures to the south of it; and the John Hancock Center - beaux art, art deco, structuralist contemporary - three monuments within three blocks. In addition to its fine materials, excellent workmanship serene proportions, viable spaces and prime location, the building makes what is probably its finest contribution to the cityscape by the way it symbolizes and defines the character of its neighborhood, and acts as a counterpoint and enhancement as well as an anchor to a great promenade.

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SPECIFIC DATES 1920

MATCHITECT Marshall and Fox

### STATEMENT OF SIGNIFICANCE

The Drake Hotel is significant for its architectural design, for the architects who created it, and for its contribution to the urban design of the city of Chicago. The relationship of the Drake to Chicago is likened to that of the Plaza in New York. Truly stately, it was completed in 1920 by Marshall and Fox to accompate the carriage trade of that era and continues to do so today. Just as Chicago's financial and cultural reputation has grown, so too has this hotel appropriately become one of the foremos' monuments to the general public.

Stylistically, the Drake Hotel represents the return to more "correct" historical prototypes (generally following classical, Renaissance, or eighteenth century models) during the period around the First World War. The chaste Italian Renaissance articulation of the Drake expresses a sophistication not seen in other Chicago hotels that appealed to the genteel class of the era and today. The horizontal repetition of windows at every floor, and the piano nobile suggest the Italianate mode which is distinctive among Chicago hotels.

The architects were Benjamin Marshall (1874-1944) and Charles Eli Fox (1870-1926). Their firm (1905-1924) had also designed the Blackstone and Edgewater Beach Hotels, the Blackstone Theater, the ill-fated Iroquois Theater, as well as half of the numerous luxury apartment buildings marking the remarkable development of the "Gold Coast". Marshall, born to wealth, had no formal architectural training, but his buildings show an intuitive understanding for the eclectic forms which had supplanted the vigor of the Chicago School. In his structures the emphasis was on the elegance and luxury his peers requested. Fine materials, spaciousness, light, conveniences were valued more than boldness or originality of expression. His clients were among the leading financiers, hoteliers and impresarios of the city. The Drake was built, for example, on land which had belonged to the Potter Palmer estate; among the stockholders were the Swifts and Armours as well as the Palmer sons

The Drake occupies the eastern end of a superblock created in the early part of the century by landfill in an area now designated as Streeterville, after Captain George Wellington Streeter, a circus promoter. After running aground on a sandbar, he filled in the area around his beached schooner and laid claim to the land as a sovereign state. Evicted during the First World War, Streeter's domain was taken over by the city of Chicago, the landfill completed, and this prime real estate fully developed inside of two decades. The eastern boundary of the Streeterville area had been known as Pine Street, running along the original shoreline and terminating at the north bank of the Chicago River. With the extension of the landfill, the largely residential street was transformed in accordance with the Burnham Plan. All the buillings on the eastern side were demolished. The street was widened into a boulevard connected with Michigan Avenue south of the river by a beaux arts ornamented double decked lift bridge, and its name also changed to Michigan Avenue.

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